CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

CAMPAIGN GROUP
1600 LOCUST STREET
PHILADELPHIA, PA 19103

Contract / Revision	Alt Order #
344293 /	

Product
Treasurer

Contract Dates	Estimate #	
10/30/12 - 11/06/12		

Advertiser	Original Date / Revision
MCCORD COMMITTEE THE	10/26/12 / 11/05/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WCAU	Aaron Zeligson	Philadelphia NS

Special Handling

Demographic
RA35+

IDB#	**Advertiser Code**	**Product Code**

Agency Ref	Advertiser Ref
00669	33111

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU LUR	10/30/12	11/02/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	-TWTF--	:30	1	$175.00	NM	1	$175.00
N 2	WCAU CDR	10/30/12	11/02/12	7A-9A TODAY SHOW	7A-9A M-F	-TWTF--	:30	1	$1,500.00	NM	1	$1,500.00
N 3	WCAU CDR	10/30/12	11/02/12	11-1135P M-F LATE NEWS	11P-1135P	-TWTF--	:30	1	$2,400.00	NM	1	$2,400.00
N 4	WCAU CDR	10/30/12	11/05/12	TONIGHT SHOW W/JAY LEI	1135P-107A		:30			NM	5	$2,250.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	-TWTF--	2	$750.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
2	*WCAU*	*10/29/12-11/04/12*	*TONIGHT SHOW W/JAY LEI*	*1135P-107A*	*-TuWThF----*	*:30*	*~~$750.00~~*	*NM*
	See MG 4.4,4.5,4.6							
	NA-NOT AVAILABLE							
4	WCAU	11/04/12-11/04/12	1130A-12P SUN @ ISSUE	1130A-12P	---------Su	:30	$100.00	NM
Ⓜ	MG for 4.2 11/02							
5	WCAU	11/03/12-11/03/12	9A-10A SATURDAY	9A-10A SA	-------Sa--	:30	$450.00	NM
Ⓜ	MG for 4.2 11/02							
6	WCAU	11/05/12-11/05/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M----------	:30	$200.00	NM
Ⓜ	MG for 4.2 11/02							
Week:	11/05/12	11/11/12	M------	1	$750.00			

N 5	WCAU LUR	10/30/12	11/04/12	NFL REGULAR SEASON NC	815P-1130P		:30			NM	1	$9,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	------S	1	$9,000.00

N 6	WCAU LUR	11/04/12	11/04/12	NFL LATE NEWS	11P-1205A		:30			NM	1	$2,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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344293 /	

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	Treasurer	

Advertiser	Original Date / Revision
MCCORD COMMITTEE TI	10/26/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays ------S	Spots/Week 1	Rate $2,000.00							
N 7	WCAU LUR	11/04/12	11/04/12	FOOTBALL NIGHT AMERIC	7P-815P		:30			NM	1	$2,000.00
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays ------S	Spots/Week 1	Rate $2,000.00							
N 8	WCAU CDR	10/30/12	11/02/12	JIMMY FALLON SHOW	1237A-206A		:30			NM	1	$375.00
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays -TWTF--	Spots/Week 1	Rate $375.00							
N 9	WCAU CDR	10/30/12	11/02/12	6P-630P NBC10 NEWS	6P-630P M-F	-TWTF--	:30	2	$1,150.00	NM	2	$2,300.00
N 10	WCAU CDR	10/30/12	11/05/12	7P-730P M-F	7P-730P M-F		:30			NM	7	$3,450.00
Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays -TWTF--	Spots/Week 2	Rate $1,150.00							

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WCAU*	*10/29/12-11/04/12*	*7P-730P M-F*	*7P-730P M-F*	-TuWThF----	*:30*	~~*$1,150.00*~~	*NM*
	See MG 10.4							
	PREEMPT-PROGRAM CHANGE							
2	*WCAU*	*10/29/12-11/04/12*	*7P-730P M-F*	*7P-730P M-F*	-TuWThF----	*:30*	~~*$1,150.00*~~	*NM*
	See MG 10.5							
	PREEMPT-PROGRAM CHANGE							
4	*WCAU*	*10/29/12-11/04/12*	*7-8P NBC10 NEWS AT 7P*	*7P-8P*	-------Sa--	*:30*	~~*$1,150.00*~~	*NM*
Ⓜ	*See MG 10.7,10.8,10.9*							
	DNA-SPORTS OVERRUN							
5	WCAU	10/29/12-11/04/12	7-730P NIGHTLY NEWS	7P-725P	MTuWThFSaSu	:30	$1,150.00	NM
Ⓜ	MG for 10.2 10/30							
7	WCAU	11/05/12-11/05/12	VARIOUS/ OVERNIGHT	2a-5a M-SU	M----------	:30	$25.00	NM
Ⓜ	MG for 10.4 11/03							
8	WCAU	11/05/12-11/05/12	JIMMY FALLON SHOW	1237A-136A	M----------	:30	$375.00	NM
Ⓜ	MG for 10.4 11/03							
9	*WCAU*	*11/05/12-11/05/12*	*TONIGHT SHOW W/JAY LE*	*1135P-1237A*	M----------	*:30*	~~*$750.00*~~	*NM*
Ⓜ	*See MG 10.10,10.11,10.12*							
	NA-NOT AVAILABLE							
10	WCAU	11/06/12-11/06/12	11A-12P NBC10 NEWS@11	11A-12P	-Tu--------	:30	$250.00	NM
Ⓜ	MG for 10.9 11/05							
11	WCAU	11/05/12-11/05/12	430-5A NBC10 NEWS @ 43	430A-5A	M----------	:30	$75.00	NM
Ⓜ	MG for 10.9 11/05							
12	WCAU	11/06/12-11/06/12	10A-11A TODAY SHOW 3	10A-11A M-F	-Tu--------	:30	$425.00	NM
Ⓜ	MG for 10.9 11/05							
Week:		11/05/12	11/11/12	M------	1	$1,150.00		

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Advertiser	Original Date / Revision
MCCORD COMMITTEE TI	10/26/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays / Spots/Week	Rate							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
3	*WCAU*	*11/05/12-11/11/12*		*7P-730P M-F*	*7P-730P M-F*	*M----------*	*:30*		*~~$1,150.00~~*	*NM*		
	See MG 10.6											
	PREEMPT-PROGRAM CHANGE											
6	WCAU	11/05/12-11/11/12		7-730P NIGHTLY NEWS	7P-725P	MTuWThFSaSu	:30		$1,150.00	NM		
Ⓜ	MG for 10.3 11/05											
N 11	WCAU	10/30/12	11/05/12	730P-8P M-F	730P-8P M-F		:30			NM	3	$3,900.00
	CDR											
		Start Date	End Date	Weekdays / Spots/Week	Rate							
Week:		10/29/12	11/04/12	-TWTF-- / 2	$1,300.00							
Week:		11/05/12	11/11/12	M------ / 1	$1,300.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
3	*WCAU*	*11/05/12-11/11/12*		*730P-8P M-F*	*730P-8P M-F*	*M----------*	*:30*		*~~$1,300.00~~*	*NM*		
	See MG 11.4											
	NA-NOT AVAILABLE											
4	WCAU	11/02/12-11/02/12		730P-8P M-F	730P-8P M-F	------F----	:30		$1,300.00	NM		
Ⓜ	MG for 11.3 11/05											
									Totals		24	$29,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/11/12	24	$29,350.00	$24,947.50
Totals	24	$29,350.00	$24,947.50

Signature: _____ **Date:** _____

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